

ORDER



KSNV

Orders	Order / Rev:	1106740
	Alt Order #:	06853435
	Product Desc:	ROMNEY FOR PRESIDENT
	Estimate:	380
	Flight Dates:	09/19/12 - 09/25/12
	Original Date / Rev:	09/18/12 / 09/25/12
	Order Type:	GENERAL

Primary AE:
Sales Office:
Sales Region:

Amy McCreary
BLPHI
National

Agency	Name:	<u>American Rambler Productions</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>138 Conant St.</u>
		<u>Beverly, MA 01915</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Romney for President <u>REVIS</u>
	Demographic:	A35+
	Product Codes:	PLC02-Republican
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	136	\$89,660.00	\$76,211.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	136	\$89,660.00	\$76,211.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$89,660.00
Market	100%	\$298,866.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$59,773.33
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	27%	\$80,694.00
KTUD	0%	\$0.00
KVVU	16%	\$47,818.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$20,920.67

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KSNV	09/19/12	09/21/12	M-F Today Show III 4th Hr	BM	10am-11am	--WTF--	:30	3	\$200.002	0.00	NM		3	\$850.00
TODAY SHOW3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	--WTF--		3	\$200.00		0.00						
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
	2	KSNV	09/17/12-09/23/12	M-F Today Show III 4th Hr		10am-11am				--WThF----	:30	(\$200.00)	0.00	NM	
		See MG 7.4,7.5 [NOT AVAILABLE RATE] NOT AVAILABLE RATE													
	3	KSNV	09/17/12-09/23/12	M-F Today Show III 4th Hr		10am-11am				--WThF----	:30	(\$200.00)	0.00	NM	
		See MG 7.4,7.5 [NOT AVAILABLE RATE] NOT AVAILABLE RATE													
	4	KSNV	09/21/12-09/21/12	M-F Today Show III 4th Hr		10am-11am				-----F----	:30	\$325.00	0.00	NM	
		(R) MG for 7.2,7.3 [Revised Rate to Reinstate]													
	5	KSNV	09/21/12-09/21/12	M-F Today Show III 4th Hr		10am-11am				-----F----	:30	\$325.00	0.00	NM	
		(R) MG for 7.2,7.3 [Revised Rate to Reinstate]													
E 8	KSNV	09/19/12	09/21/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$200.002	0.00	NM		3	\$600.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	--WTF--		3	\$200.00		0.00						
E 9	KSNV	09/24/12	09/25/12	Rachael Ray	CM	11am-12pm	MT-----	:30	2	\$200.002	0.00	NM		2	\$400.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	MT-----		2	\$200.00		0.00						
E 10	KSNV	09/24/12	09/25/12	Noon News	CM	12-1230pm	MT-----	:30	2	\$275.002	0.00	NM		2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/24/12	09/30/12	MT-----		2	\$275.00		0.00						
E 11	KSNV	09/19/12	09/21/12	Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	--WTF--		3	\$275.00		0.00						
E 12	KSNV	09/19/12	09/21/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$1,275.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/17/12	09/23/12	--WTF--		3	\$275.00		0.00						

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E 12	KSNV	09/19/12	09/21/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$1,275.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/17/12	09/23/12	--WTF--		3	\$275.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	KSNV	09/17/12-09/23/12		Days of our Lives		1258p-2pm				--WThF---	:30	(\$275.00)	0.00	NM	
				See MG 12.4,12.5,12.6											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
2	KSNV	09/17/12-09/23/12		Days of our Lives		1258p-2pm				--WThF----	:30	(\$275.00)	0.00	NM	
				See MG 12.4,12.5,12.6											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
3	KSNV	09/17/12-09/23/12		Days of our Lives		1258p-2pm				--WThF----	:30	(\$275.00)	0.00	NM	
				See MG 12.4,12.5,12.6											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
4	KSNV	09/21/12-09/21/12		Days of our Lives		1258p-2pm				-----F----	:30	\$425.00	0.00	NM	
				Ⓜ MG for 12.2,12.3,12.1											
				[Revised Rate to Reinstate]											
5	KSNV	09/21/12-09/21/12		Days of our Lives		1258p-2pm				-----F----	:30	\$425.00	0.00	NM	
				Ⓜ MG for 12.2,12.3,12.1											
				[Revised Rate to Reinstate]											
6	KSNV	09/24/12-09/24/12		Days of our Lives		1258p-2pm				M-----	:30	\$425.00	0.00	NM	
				Ⓜ MG for 12.2,12.3,12.1											
				[Revised Rate to Reinstate]											
E 13	KSNV	09/24/12	09/25/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.002	0.00	NM		2	\$550.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/24/12	09/30/12	MT-----		2	\$275.00	0.00							
E 14	KSNV	09/24/12	09/25/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$175.002	0.00	NM		2	\$350.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/24/12	09/30/12	MT-----		2	\$175.00	0.00							
E 15	KSNV	09/19/12	09/21/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$175.002	0.00	NM		3	\$525.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/17/12	09/23/12	--WTF--		3	\$175.00	0.00							
E 16	KSNV	09/24/12	09/25/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.002	0.00	NM		2	\$600.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/24/12	09/30/12	MT-----		2	\$300.00	0.00							
E 17	KSNV	09/19/12	09/21/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.002	0.00	NM		3	\$900.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/17/12	09/23/12	--WTF--		3	\$300.00	0.00							
E 18	KSNV	09/19/12	09/21/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$350.002	0.00	NM		3	\$1,050.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/17/12	09/23/12	--WTF--		3	\$350.00	0.00							
E 19	KSNV	09/24/12	09/25/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)	MT-----	:30	2	\$350.002	0.00	NM		2	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 09/24/12	09/30/12	MT-----		2	\$350.00	0.00							
E 20	KSNV	09/24/12	09/25/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	MT-----	:30	4	\$450.002	0.00	NM		4	\$1,800.00

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E 28	KSNV	09/19/12	09/21/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	6	\$750.002	0.00	NM		6	\$4,500.00	
LATE NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--		6				\$750.00		0.00				
E 29	KSNV	09/24/12	09/25/12	M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	4	\$750.002	0.00	NM		4	\$3,000.00	
LATE NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		4				\$750.00		0.00				
E 30	KSNV	09/19/12	09/21/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$250.002	0.00	NM		3	\$1,275.00	
TONIGHT SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--		3				\$250.00		0.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1	KSNV	09/17/12-09/23/12			The Tonight Show		1135p-1237a			--WThF----		:30	(-\$250.00)	0.00	NM	
See MG 30.4,30.5,30.6																
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																
2	KSNV	09/17/12-09/23/12			The Tonight Show		1135p-1237a			--WThF----		:30	(-\$250.00)	0.00	NM	
See MG 30.4,30.5,30.6																
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																
3	KSNV	09/17/12-09/23/12			The Tonight Show		1135p-1237a			--WThF----		:30	(-\$250.00)	0.00	NM	
See MG 30.4,30.5,30.6																
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																
4	KSNV	09/21/12-09/21/12			The Tonight Show		1135p-1237a			-----F----		:30	\$425.00	0.00	NM	
(R) MG for 30.1,30.3,30.2																
[Revised Rate to Reinstate]																
5	KSNV	09/21/12-09/21/12			The Tonight Show		1135p-1237a			-----F----		:30	\$425.00	0.00	NM	
(R) MG for 30.1,30.3,30.2																
[Revised Rate to Reinstate]																
6	KSNV	09/21/12-09/21/12			The Tonight Show		1135p-1237a			-----F----		:30	\$425.00	0.00	NM	
(R) MG for 30.1,30.3,30.2																
[Revised Rate to Reinstate]																
E 31	KSNV	09/24/12	09/25/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$250.002	0.00	NM		2	\$675.00	
TONIGHT SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		2				\$250.00		0.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
1	KSNV	09/24/12-09/30/12			The Tonight Show		1135p-1237a			MT-----		:30	(-\$250.00)	0.00	NM	
See MG 31.3																
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																
3	KSNV	09/24/12-09/25/12			The Tonight Show		1135p-1237a			MT-----		:30	\$425.00	0.00	NM	
(R) MG for 31.1 09/24																
[Revised Rate to Reinstate]																
E 33	KSNV	09/21/12	09/21/12	Fri 10-11p	CM	10-11pm	----F--	:30	1	\$1,400.003	0.00	NM		1	\$1,400.00	
DATELINE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----F--		1				\$1,400.00		0.00				
E 34	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATURDAY		6a-7a	----S-	:30	2	\$200.002	0.00	NM		2	\$400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----S-		2				\$200.00		0.00				
E 35	KSNV	09/22/12	09/22/12	Saturday Today	CM	7a-9am	----S-	:30	2	\$325.002	0.00	NM		2	\$650.00	
SAT TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----S-		2				\$325.00		0.00				

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N60	KSNV	09/25/12	09/25/12	Wake Up Early w/ Wagner	M	430a-5a	-T-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
				Wake Up Early Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----			1			\$50.00		0.00			
													Totals	136	\$89,660.00